

# LOCATION

The location of the MyCentre is at 6 to 12 Kraft Court Broadmeadows. The site is well located to access a variety of services and facilities, and is purposely built in an industrial zone for the convenience of the surrounding residents.

It is in close proximity to the Hume activity precinct and captures a large diversity of ethnic communities. The location is well situated to access a range of public transport services: bus routes run along Pasco Vale Rd, Blair Street and Riggall Street; rail access via Broadmeadows railway station within 700 metres; and is 1.5km from the Ring Road.

# MARKETING strategy

The MyCentre long term Marketing Strategy is to build brand awareness through leveraging strengths, points of differentiation and community needs in the direct marketplace. The incorporation of culture, people, services and partnerships will provide a platform for launching promotions, community presence, membership, recurring revenue/sustainability and online marketing presence. More details (including a SWOT analysis) can be found on the website.

# BUSINESS structure & management

The company will be known as the "Multicultural Youth Centre Ltd" and will be set up in accordance with the Australian Corporations Law Act 2001.

The structure and constitution of MyCentre has been set up by taxation and legal professionals to meet the specific needs of MyCentre and to ensure the control and protection of the organisation for many generations to come.

# PROJECT timelines

Action	Start Date	End Date
Contracts of Land Sale Signed		March 2010
Planning Permit Process	March 2010	September 2010
Building Permit Process	September 2010	January 2011
Construction (subject to funding)	February 2010	December 2011 to January 2012

# ESTIMATED budget

Land Costs (approx 8400m2)	\$1.62 Million
Buildings Costs with Volunteer contributions	\$3 Million
Total Project Budget Value	\$4.62 Million

A break down of the figures can be found on the website.



## how can you HELP?

We have received positive feedback and support from around the globe, with interest from places in Australia and abroad. We call upon all of you whom this message has reached, wheresoever you may be, to donate to this noble cause.

To donate to the MY Centre project, please deposit your donations into the following account:

### Commonwealth Bank

**Account Name:** Islamic Information & Services Network of Australasia (IISNA)

**BSB:** 063234

**ACC:** 10255221

**Swift Code:** CTBAAU2S

A running total of the amount raised and the progress of the project can be found on the website.

The MyCentre initiative is steered by an organising committee of professionals who are committed to contributing to and improving the local community and providing life-changing support and guidance for young people who are our future. We look forward to your support in our quest to see this proposal come to fruition which will serve our community for decades to come.



Today's youth,  
Tomorrow's leaders



Learn



Play



Socialise

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www.mycentre.org.au

# myc building our FUTURE

The Islamic Information and Services Network of Australasia (IISNA) is a not for profit organisation, dedicated to sharing authentic Islamic information and providing services which aim to benefit Muslims and Non Muslims in the Australasian region.

IISNA is proposing the foundation and development of a multicultural youth centre (MyCentre) in Broadmeadows, City of Hume. The centre is being proposed at a time when there is growth in the number of culturally and linguistically diverse people in Melbourne; with the commensurate need for complementary youth activities. MyCentre is open to, and welcomes, all members of Multicultural / Faith communities.

MyCentre will provide the following:

## Learn

- Congregational / Prayer Room
- Library/Reference centre (books, DVDs, CDs)
- Computer and internet access and study areas
- Large reception/lecture hall with stage
- IISNA Offices and 10 classrooms



## Play

- 2 indoor sporting courts to be used for indoor soccer, basketball, netball, and volleyball
- Squash and table tennis courts
- Dedicated fitness/aerobics area
- Gymnasium that caters for men and women
- Swimming pool



## Socialise

- Café / canteen and other relaxation areas
- Commercial kitchen
- Billiard tables
- Children's play area
- Registered childcare facilities
- On site 114 space car park



The breadth and depth of these proposed facilities will enable MyCentre to reach its mission statement of providing social, educational, recreational and spiritual services to the community, with an emphasis on youth activities and community welfare.

## MARKET analysis

MyCentre will be located in Broadmeadows, The City of Hume. The initiative to establish a centre targeting multicultural youth in this location was based on the following statistics.

- The Muslim percentage of the general population in suburbs surrounding the proposed MyCentre (Broadmeadows) varies between approximately 20-40% compared to 2.2% of all suburbs in Victoria (2006 Census: Australian Bureau of Statistics)
- Statistical data reveals that almost 50% of the Muslim population in Victoria is under the age of 25 (2006 Census: Australian Bureau of Statistics)
- By 2031, Hume's population of young people aged 10 -24 years is expected to grow to 51,761, increasing from 35,002 at the 2006 Census.
- The Index of Relative Socio-Economic Disadvantage (SEIFA) ranks the city of Hume the 4th lowest of 31 areas in Victoria. The index is derived from attributes such as low income, low educational attainment, high unemployment and jobs in relatively unskilled occupations (Source: Australian Bureau of Statistics, Socio-Economic Indexes for Areas (SEIFA), 2006.)
- According to Victoria Police statistics, the crime rate in the Hume area is higher than the Victorian state average

• Muslim inmates numbered 248 or 6% of the prison population, compared to 2% of the Victorian population (Islamic Council of Victoria - Services and Needs Audit of the Victorian Muslim Community (2003))

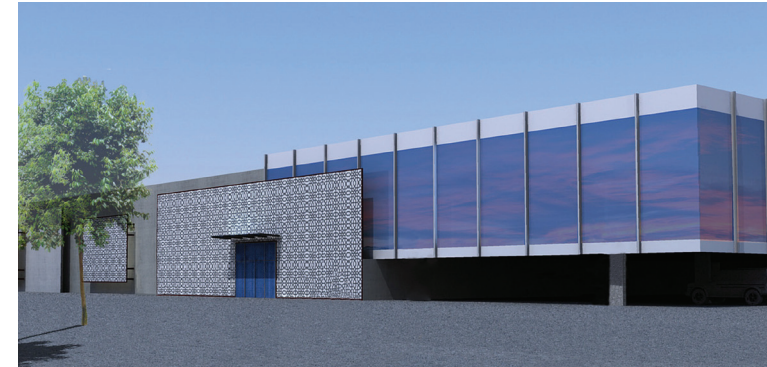
*Hume is one of the most disadvantaged areas in Melbourne. It has a high crime rate and a young population that is in need of education and guidance.*

MyCentre's location is ideally placed to become involved in targeting the youth towards gaining beneficial education and support they may not be currently receiving. The centre will be able to focus on the

youth demographic due to the existing relationships that IISNA has with both the Muslim as well as the wider community.

## BUILDING appearance

The proposed design of MyCentre is one that is contemporary, appealing and "multicultural". MyCentre provides for a high quality community facility while adhering to the local neighbourhood character.



## PROPOSED PLANS & layouts

MyCentre is made up of 7 individual Business Zone/industrial (BZ3) allotments totalling 8371.70m<sup>2</sup> in area. MyCentre will have a total of three floors.

The ground floor offers multiple sporting and recreational facilities that are brought together by large open areas.

The first floor offers an array of educational and resource facilities, activity rooms and new IISNA offices. These areas will facilitate for a large diversity of educational programs that will aim to supplement Hume City Council's endeavours to provide additional facilities for the local youth.

The second floor houses a devoted reception/lecture hall and a full commercial kitchen. This large facility caters for all types of gatherings like weddings, dinners, functions and lectures.

Detailed floor plans of each floor can be found on the website - [mycentre.org.au](http://mycentre.org.au)